



DEPARTMENT OF THE INTERIOR

INFORMATION SERVICE

FISH AND WILDLIFE SERVICE

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FWS RELEASES NEW FISHERY FILM, FRESH OUT OF THE WATER

A new film designed to tell the story of the handling of fish from catching to serving, will be released by the Fish and Wildlife Service in mid-April, Assistant Secretary of the Interior Ross L. Leffler said today.

The film, Fresh Out of the Water, is 16 mm., in sound and color and runs 14 minutes. It will be available on loan, free of charge.

The film highlights the fact that it is the dietitians, diet specialists and the consuming public who "call the turn" on the fishing industry; that popular demand, competition with other protein foods, and modern machinery and processes have resulted in fishery products which are truly "fresh out of the water" despite time and distance from lake and sea to table.

Beginning with an underwater sequence, the film first shows the catching of fish, emphasizing the cleanliness of the fishing boats and the extreme care which is given fish from the moment of taking. The film then moves into a brief but comprehensive picture of what takes place before fish reach the consumer--the icing, freezing, filleting, canning, and other processing, the transporting and the marketing. Then it shows two steps so important after the product is in the consumers' hands--the proper preparation of the food and, finally, serving it in an attractive manner.

The film was produced under the Saltonstall-Kennedy Act for the promotion of the domestic fishing industry. Copies of the film will be available later at 140 film libraries which distribute fishery films produced by the Bureau of Commercial Fisheries of the Fish and Wildlife Service. Further information relative to the picture may be obtained from the Fish and Wildlife Service, Department of the Interior, Washington 25, D. C.

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